

CHARGE: 402(b)(1)—when shipped and while held for sale, the valuable constituent riboflavin, had been in part omitted or abstracted from the article; 403(a)—the label statement "Each fluid oz. contains: * * * Riboflavin (B₂) 4 mg." was false and misleading as applied to an article which contained less than the declared amount of riboflavin; the label statements "M.D.R. for Niacinamide * * * not established." and "Need in human nutrition for * * * Methionine is not established," were false and misleading since they were contrary to fact; and 403(j)—the article purported to be and was represented as a food for special dietary use by reason of its vitamin and mineral content and its label failed to bear, as required by regulations, a statement of the proportion of the minimum daily requirement for vitamins B₁ and B₂, and niacinamide and for iron supplied by such food when consumed in a specified quantity during the period of one day.

The libel alleged also that the article was misbranded under the provisions of the Act relating to drugs as reported in notices of judgment on drugs and devices, No. 6680.

DISPOSITION: 6-8-61. Default—destruction.

27999. Revco vitamin and mineral tablets. (F.D.C. No. 45522. S. Nos. 62-692/3 R.)

QUANTITY: 25 100-tablet btl. of Formula 101; and 1 100-tablet btl. of Formula 202, at Cincinnati, Ohio.

SHIPPED: Between 1-26-61 and 3-11-61, from Detroit, Mich., by Regal Drug Co.

LABEL IN PART: (Btl.) "Registered Vitamins REVCO * * * Formula 101 (or 202) Vitamins & Minerals for Young Adults [or "the Middle Years"]. Registered Vitamin Corp. Detroit 11, Michigan—Distributors * * * Control No. 10708 [or "10942"]."

ACCOMPANYING LABELING: (Price lists) "Cold, Changeable Weather Increases Your Need for Vitamins & Minerals * * * Revco Vitamins Give You . . ." and display placards for the articles, "Revco 101" and "Revco 202."

LIBELED: 3-20-61, S. Dist. Ohio.

CHARGE: 403(a)—when shipped, the labeling for Formula 101 contained false and misleading representations that the article consisted solely of vitamins and minerals; that the need in human nutrition for lysine and methionine has not been established; that the nutritional requirements for young adults are different from adults generally; that the foods of the ordinary diet as consumed do not furnish sufficient vitamins and minerals to fulfill the dietary requirements; that people generally suffer from "borderline" deficiencies; and that the article supplied all the known vitamins and minerals; and the labeling for Formula 202 contained false and misleading representations that the nutritional requirements for vitamins and minerals by people of middle age are different from adults generally; that the article was "Registered Vitamins," and "Vitamins and Minerals"; that the need for l-lysine and methionine in human nutrition has not been established; and that the article contained every known vitamin and mineral in amounts great enough to correct the severest deficiency and a higher potency of B-complex factors than any product known.

The libel alleged also that the articles were misbranded under the provisions of the Act relating to drugs as reported in the notices of judgment on drugs and devices, No. 6678.

DISPOSITION: 5-17-61. Consent—claimed by Cincinnati Vitamin & Cosmetic Distributors, Inc., Cincinnati, Ohio, and destroyed.